

MARLBORO COUNTRY STORE
% PENETRATION
WEEK 6 (ENDING 1994-06-12)
REGION 4

FOCEXEC: (DP0512B)

RUNDATE: 06/17/94

SECTION	DISTRICT	UNIT	CALLED STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
41	417100	410100	330	289	87.6	231	70.0	131	115	87.8
		410200	393	307	78.1	211	53.7	180	119	66.1
		410300	411	276	67.2	242	58.9	168	107	63.7
		410400	418	347	83.0	216	51.7	189	174	92.1
		410500	419	358	85.4	237	56.6	211	159	75.4
		410600	412	330	80.1	266	64.6	171	108	63.2
*TOTAL DISTRICT 417100			2,383	1,907	80.0	1,403	58.9	1,050	782	74.5
	417200	410700	446	426	95.5	389	87.2	188	178	94.7
		410800	313	256	81.8	191	61.0	127	115	90.6
		410900	424	363	85.6	253	59.7	196	138	70.4
		411000	452	421	93.1	218	48.2	171	130	76.0
		411100	400	292	73.0	271	67.8	155	135	87.1
		411200	411	337	82.0	240	58.4	241	154	63.9
*TOTAL DISTRICT 417200			2,446	2,095	85.7	1,562	63.9	1,078	850	78.8
	417300	411300	302	273	90.4	214	70.9	164	112	68.3
		411400	406	312	76.8	193	47.5	209	143	68.4
		411500	379	302	79.7	234	61.7	226	164	72.6
		411600	441	391	88.7	224	50.8	263	206	78.3
		411700	463	374	80.8	303	65.4	254	176	69.3
		411800	435	379	87.1	290	66.7	248	177	71.4
*TOTAL DISTRICT 417300			2,426	2,031	83.7	1,458	60.1	1,364	978	71.7
	417400	411900	515	433	84.1	224	43.5	269	258	95.9
		412000	417	351	84.2	199	47.7	242	161	66.5
		412100	336	255	75.9	140	41.7	157	97	61.8
		412200	421	372	88.4	243	57.7	216	221	102.3
		412300	413	366	88.6	151	36.6	226	159	70.4
		412400	340	306	90.0	210	61.8	202	180	89.1
*TOTAL DISTRICT 417400			2,442	2,083	85.3	1,167	47.8	1,312	1,076	82.0
*TOTAL SECTION 41			9,697	8,116	83.7	5,590	57.6	4,804	3,686	76.7
42	427100	420100	508	507	99.8	419	82.5	198	307	155.1
		420200	304	299	98.4	102	33.6	102	81	79.4
		420600	428	343	80.1	140	32.7	238	153	64.3
		420700	340	282	82.9	120	35.3	166	159	95.8
		420800	430	288	67.0	55	12.8	253	142	56.1

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SECTION	DISTRICT	UNIT	CALLED STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
*TOTAL DISTRICT 427100			2,010	1,719	85.5	836	41.6	957	842	88.0
42	427200	420300	391	350	89.5	159	40.7	176	153	86.9
		420400	448	367	81.9	186	41.5	255	223	87.5
		420500	358	358	100.0	161	45.0	194	174	89.7
		420900	468	435	92.9	122	26.1	192	152	79.2
		421000	321	302	94.1	185	57.6	148	133	89.9
*TOTAL DISTRICT 427200			1,986	1,812	91.2	813	40.9	965	835	86.5
	427300	421100	320	260	81.3	81	25.3	190	158	83.2
		421200	295	266	90.2	139	47.1	166	149	89.8
		421300	412	394	95.6	101	24.5	196	147	75.0
		421400	350	180	51.4	62	17.7	161	131	81.4
		421500	368	314	85.3	178	48.4	212	166	78.3
		421600	303	253	83.5	98	32.3	125	127	101.6
*TOTAL DISTRICT 427300			2,048	1,667	81.4	659	32.2	1,050	878	83.6
	427400	421700	298	280	94.0	110	36.9	161	138	85.7
		421800	250	239	95.6	152	60.8	164	160	97.6
		421900	288	247	85.8	72	25.0	193	163	84.5
		422000	407	372	91.4	258	63.4	235	233	99.1
		422100	381	354	92.9	223	58.5	235	205	87.2
*TOTAL DISTRICT 427400			1,624	1,492	91.9	815	50.2	988	899	91.0
*TOTAL SECTION 42			7,668	6,690	87.2	3,123	40.7	3,960	3,454	87.2
43	437100	430100	235	198	84.3	147	62.6	117	102	87.2
		430200	443	408	92.1	230	51.9	202	170	84.2
		430300	413	356	86.2	202	48.9	207	185	89.4
		430400	407	376	92.4	229	56.3	252	235	93.3
*TOTAL DISTRICT 437100			1,498	1,338	89.3	808	53.9	778	692	88.9
	437200	430500	344	332	96.5	263	76.5	211	164	77.7
		430600	340	316	92.9	203	59.7	121	104	86.0
		430700	414	411	99.3	276	66.7	255	260	102.0
		430800	361	348	96.4	239	66.2	193	161	83.4
*TOTAL DISTRICT 437200			1,459	1,407	96.4	981	67.2	780	689	88.3

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SECTION	DISTRICT	UNIT	CALLED STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
43	437300	430900	357	286	80.1	964	26.9	233	212	91.0
		431000	368	357	97.0	153	41.6	186	177	95.2
		431100	364	340	93.4	106	29.1	212	212	100.0
		431200	459	413	90.0	188	41.0	228	199	87.3
		431300	391	387	99.0	170	43.5	201	176	87.6
*TOTAL DISTRICT 437300			1,939	1,783	92.0	713	36.8	1,060	976	92.1
	437400	431400	331	278	84.0	194	58.6	169	127	75.1
		431500	385	324	84.2	132	34.3	197	154	78.2
		431600	113	111	98.2	63	55.8	46	39	84.8
		431700	221	205	92.8	120	54.3	107	88	82.2
		431800	58	56	96.6	42	72.4	24	33	137.5
		431900	280	266	95.0	176	62.9	155	104	67.1
*TOTAL DISTRICT 437400			1,388	1,240	89.3	727	52.4	698	545	78.1
*TOTAL SECTION 43			6,281	5,768	91.8	3,229	51.4	3,316	2,902	87.5
44	447100	440100	319	285	89.3	213	66.8	196	167	85.2
		440200	330	292	88.5	149	45.2	199	184	92.5
		440300	326	300	92.0	170	52.1	211	170	80.6
		440400	325	276	84.9	153	47.1	184	151	82.1
		440500	284	239	84.2	140	49.3	174	148	85.1
*TOTAL DISTRICT 447100			1,584	1,392	87.9	825	52.1	964	820	85.1
	447200	440600	414	338	81.6	187	45.2	229	159	69.4
		440700	330	225	68.2	126	38.2	185	164	88.6
		440800	312	266	85.3	122	39.1	200	121	60.5
		440900	415	344	82.9	182	43.9	229	214	93.4
		441000	475	308	64.8	103	21.7	224	111	49.6
		441100	583	502	86.1	124	21.3	253	106	41.9
*TOTAL DISTRICT 447200			2,529	1,983	78.4	844	33.4	1,320	875	66.3
	447300	441200	358	248	69.3	130	36.3	183	133	72.7
		441300	443	350	79.0	186	42.0	243	172	70.8
		441400	282	246	87.2	108	38.3	125	45	36.0
		441500	189	106	56.1	50	26.5	84	78	92.9
		441600	368	176	47.8	140	38.0	156	114	73.1
*TOTAL DISTRICT 447300			1,640	1,126	68.7	614	37.4	791	542	68.5
*TOTAL SECTION 44			5,753	4,501	78.2	2,283	39.7	3,075	2,237	72.7

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SECTION	DISTRICT	UNIT	CALLED STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
45	457100	450300	306	280	91.5	146	47.7	184	168	91.3
		450400	353	242	68.6	70	19.8	157	158	100.6
		450500	375	320	85.3	187	49.9	214	182	85.0
		450600	345	314	91.0	154	44.6	193	177	91.7
		450700	343	250	72.9	202	58.9	232	194	83.6
		450800	512	418	81.6	244	47.7	241	179	74.3
		450900	384	314	81.8	154	40.1	176	169	96.0
*TOTAL DISTRICT	457100		2,618	2,138	81.7	1,157	44.2	1,397	1,227	87.8
	457200	450100	436	429	98.4	181	41.5	216	181	83.8
		450200	517	460	89.0	239	46.2	205	182	88.8
		451500	444	336	75.7	230	51.8	194	185	95.4
		451700	279	266	95.3	138	49.5	135	109	80.7
		451800	351	257	73.2	143	40.7	178	153	86.0
*TOTAL DISTRICT	457200		2,027	1,748	86.2	931	45.9	928	810	87.3
	457300	451000	212	110	51.9	60	28.3	93	44	47.3
		451100	335	168	50.1	44	13.1	141	78	55.3
		451200	284	222	78.2	134	47.2	106	77	72.6
		451300	129	104	80.6	54	41.9	58	44	75.9
		451400	309	255	82.5	113	36.6	120	90	75.0
*TOTAL DISTRICT	457300		1,269	859	67.7	405	31.9	518	333	64.3
*TOTAL SECTION	45		5,914	4,745	80.2	2,493	42.2	2,843	2,370	83.4
*TOTAL REGION	4		35,316	29,820	84.4	16,718	47.3	17,998	14,649	81.4

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